

Philippines Sanitary Protection Market Forecast 2022-2028

Market Report | 2022-10-18 | 138 pages | Inkwood Research

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Report description:

KEY FINDINGS

The Philippines sanitary protection market is estimated to rise with a CAGR of 2.66% during the forecast period, 2022 to 2028. The market growth of the country is fuelled by the trend of premiumization and population growth, as well as the improving economy of the Philippines.

MARKET INSIGHTS

The surging population, as well as the strengthening of the country's economy, are set to play an essential role in augmenting the Philippines sanitary protection market growth over the upcoming years. Moreover, owing to these factors, a swift rebound to positive growth rates across the sanitary protection category is anticipated, following the declines witnessed in 2021.

Furthermore, given that consumers are more likely to wear pantyliners, for instance, when outside the home, the post-pandemic period's increasing out-of-home activities are also set to influence the sanitary protection market growth in the Philippines.

Furthermore, as the population ages, the incidence of light incontinence and menopause is expected to rise. This factor will likely be advantageous for the use of pantyliners, especially given that local consumers have fairly limited access to products for light adult incontinence. Hence, these aspects are set to provide the Philippines sanitary protection market with lucrative growth opportunities during the forecast years.

COMPETITIVE INSIGHTS

Key companies in the market are Procter & Gamble Philippines Inc, JS Unitrade Merchandise Inc, Johnson & Johnson (Philippines) Inc, etc.

Our report offerings include:

- Explore key findings of the overall market
- Strategic breakdown of market dynamics (Drivers, Restraints, Opportunities, Challenges)
- Market forecasts for a minimum of 9 years, along with 3 years of historical data for all segments, sub-segments, and regions
- Market Segmentation caters to a thorough assessment of key segments with their market estimations
- Geographical Analysis: Assessments of the mentioned regions and country-level segments with their market share
- Key analytics: Porter's Five Forces Analysis, Vendor Landscape, Opportunity Matrix, Key Buying Criteria, etc.
- The competitive landscape is the theoretical explanation of the key companies based on factors, market share, etc.

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- Company profiling: A detailed company overview, product/services offered, SCOT analysis, and recent strategic developments

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